



CONTRACT USER GUIDE



How to Use Statewide Contract PRF60, Advertising Marketing & Event Planning Services

Contract #: PRF60

Contract Duration: 3/01/2015 to 2/28/2018

MMARS #: PRF60*

Options to renew: Two Options to Renew up to one year each

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This contract contains Small Business Purchasing Program (SBPP), Supplier Diversity Office (SDO) Businesses, Prompt Payment Discount Programs and Vendor Appraisal Management Form (VAMF)

Contract Summary

Contract awards for any of the five categories below involve concept to finish for each project.
The **five PRF60 Contract Categories** are:

Category I-Web-Based, Social & Emerging Media Services includes:

- Web-based
- Social media
- Any other emerging media platform

Category II-Creative Services includes:

- Art & Graphic Design
- Commercial Photography
- Video Production

Category III-Marketing Services includes:

- Marketing
- Advertising
- Public Relations

Category IV-Event Planning & Event Support Services includes:

- Event Planning
- Event Support

Category V- Integrated Marketing Services includes:

- must include all services offered under Categories I-IV, above. The Integrated Marketing Services Category is broad in scope so that departments can develop scopes of work that may require a variety of services offered under this contract.

Services Available, but not limited to:

• Structuring Marketing Programs • Production Design • General Design • Creative Development & Production • Media Planning • Media Buying* • Medium Monitoring • Translating Advertising Goals & Strategies into effective media buys and schedules • Promotion Development & Implementation Assistance • Campaign Web Design • Direct Marketing & Social Media Marketing • Earned Media (graphic design & copy editing) • Development of Market Research & Strategies • Situational Analysis • Market Summary & Analysis • SWOT Analysis (Strength, Weakness, Opportunity & Threat) • Financial Analysis including budgets & forecasts • Control Mechanisms with Implementation Milestones • Organization & Contingency Plans • Public Service Announcements (PSAs) • Coordinating, Organizing, Producing & Executing Events & Functions • Securing Support Services for Conducting a Campaign, Graduation Ceremonies & Engaging Convention Support Personnel and/or Services.

Benefits and Cost Savings

- Encourages a partnership between vendor and engaging entity for best value.
- Aggregating projects and volume can be established with vendor for common themes and best value.
- Summarizing department needs in a Statement of Work can effectively allow for ceiling prices to be **negotiated** based on an identified volume not known during the State bid process.
- Pricing Sheet includes additional discounts offered by most of the vendors on the contract.
- Many SDP Plans are inclusive of subcontractors qualified to support a department for services under this contract and also allows for a department to meet their SDP annual benchmarks.
- Vendors have clients who are small and large and have a local and national presence.
- Awarded vendors' business profiles are available for purchasing entities to review.
- Contract documents are located in one central location in COMMBUYS.
- Vendor Appraisal Management Form (VAMF) allows users of the contract to appraise vendors' performance on specific projects.

Who Can Use This Contract?

Applicable Procurement Law: MGL c. 7, § 22; c. 30, § 51, § 52;
801 CMR 21.00

Eligible Entities:

01. Cities, towns, districts, counties and other political subdivisions;
02. Executive, Legislative and Judicial Branches, including all Departments and elected offices therein;
03. Independent public authorities, commissions and quasi-public agencies;
04. Local public libraries, public school districts and charter schools;
05. Public Hospitals, owned by the Commonwealth;
06. Public institutions of high education;
07. Public purchasing cooperatives;
08. Non-profit, UFR-certified organizations that are doing business with the Commonwealth;
09. Other states and territories with no prior approval by the State Purchasing Agent required; and
10. Other entities when designated in writing by the State Purchasing Agent.

Pricing and Purchase Options (All Categories)

Purchase Options: Purchases made through this contract will be direct outright purchases. All elements of the project's creation through the use of Commonwealth funds are owned by the Commonwealth except where prior ownership has been established. Commonwealth departments should be made aware of such exceptions.

Quotation Requirements:

Quotes must be obtained for all engagements that exceed \$10,000.00

Multiple Quotes Requirement

If the contract value is estimated to exceed \$10,000.00, the Commonwealth and its eligible entities must solicit multiple written quotes by creating a solicitation enabled release requisition in COMMBUYS, against the appropriate distributor model Master Blanket Purchase Order(s) for the PRF60 contract. Eligible entities must develop a written Statement of Work and attach it to the COMMBUYS release requisition. The engagement/project will be awarded to the vendor deemed most responsive to the Statement of Work as evaluated by the awarding authority.

There is no quote requirement for projects with an estimated total price that is less than \$10,000.00. In this instance, the Commonwealth and its eligible entities must ensure a sound business practice and award the contract to the responsible PRF60 pre-qualified vendor that meets the project specifications outlined in the Statement of Work (SoW). Any work awarded under this method may not subsequently add tasks that exceed the \$10,000.00 threshold.

Compensation Structure/Pricing & Expenses:

- Compensation Structure/Pricing The compensation structure for PRF60 contract is according to individual projects as described and agreed to in the SoW and the accepted bidder response. Awarded vendors are required to provide specific and transparent prices in all responses to bid quotation requests.

- Project Pricing: Costs under PRF60 must be determined through project-based compensation. Pricing sheet on the contract includes an up-to ceiling rate for each job classifications under the contract.
- Most engagements will not be bid at the ceiling rate. Eligible entities will determine the format in which quotations for their specific project will be collected. Vendors are expected to be competitive with each project and must provide a detailed and transparent budget related to the scope of services to be completed. Eligible entities and awarded PRF60 vendors may negotiate project rates as part of the bid process. Negotiated project rates may be published by the eligible entities as part of the bid records in COMMBUYS.
- Hourly Rates: Engagements that are limited in scope, time and value might be best quoted on an hourly rates approved under this contract.

Note: Regardless of the bid response be sure to include the number of edits or corrections allowed without an additional charge and what the charge will be after that level is reached. These changes are known as Artists Adjustments, AA's, Edits, Corrections, Changes, etc., but the SOW must be clear.

- Buying Power relates to the media buying relationship that a vendor has within the communication market which Commonwealth entities may benefit from by receiving greater discounts and savings.
- Quotes/Statements of Work (SOW) The SoW will identify deliverables as well as a vendor's industry experience that will be leveraged for lower rates e.g. media rates, frequency, placement, or positioning.
- Pricing Sheets as well as other contract documents are uploaded in COMMBUYS under the PRF60 Master Blanket Purchase Order (MBPO) with the following COMMBUYS Short Description: **PRF60 Bid/Contract Docs., such as RFR, Contract User Guide, Pricing, PPD, Vendor Appraisal Management Form, etc.** The MBPO under is **PO-15-1080-OSD01-OSD10-00000003562**.

- Prompt Payment Discount (PPD): is a discount for early payment of invoices presented to the Commonwealth for payment processing. Absent a PPD a vendor will be paid at 45 days. However, there are

instances where goods are purchased for an entity that is at cost, without a profit margin and thus has no PPD applicable, see below.

- Prompt Payment Discount (PPD) – Non Application:

Offered Prompt Payment Discounts will be applicable to all pricing related items on the project excluding instances when a vendor is requesting payments for services provided by a third party, but is in full compliance with an order/request from the eligible entity that is using the contract.

Prior approval must be received from the eligible entity that is requesting services.

Examples include media placement or other services and commodities where there is no commission or markup percent with the invoice showing the cost advanced by the vendor such as:

- Printing
- Fulfillment charge – postage, mailings etc.
- NET Paid Media – not gross media, but the amount of the media buy that the agencies must pay directly to the vendor (TV Station/Radio Station etc.) The net media is not subject to the 1% prompt payment, but the fee the agency charges the Commonwealth to plan and place the buy is – that is usually referred to as Gross Media.
- Stock Photography
- Event-Related Expenses such as venue costs, food, A/V

For such items in which PPD is not applicable, the vendor must provide a separate document that includes an explanation for the PPD exclusion, and submit it to the eligible entity in order to avoid PPD being applied to those services. Invoices should be separate from those having the PPD applicable with the following printed on the invoice “PROMPT PAYMENT DISCOUNT NOT APPLICABLE.”

Invoicing: All bills/invoices must minimally include:

- Assignment name.
- Hours billed/invoiced and Statewide Contract hourly rate or portion of project billed:
 - *Hourly rate:* Identify account manager or other vendor agent and applicable hourly rate.
 - *Project based:* Identify portion of project billed and balance remaining, but not an average rate.
- Supporting documents must accompany billing/invoicing received by an engaging entity.
- Totals should be reviewed for correctness by engaging entity prior to approval.
- Total billed/invoiced must meet the Commonwealth’s requirements if audited.

*Note * Departments have the option of placing media buys directly following in-house or vendor development & production.*

Vendor Appraisal Management Form (VAMF)

In order to maintain their status as an active vendor under this contract, PRF60 pre-qualified vendors will be subject to user evaluation through an established Vendor Appraisal Management tool for each engagement. Eligible entities will assess the awarded vendor's quality of performance and rate it against Key Performance Indicators. The following are the established criteria for VAMF:

- Quality & Competency
- Compensation Structure
- Delivery of Services
- Buyer Satisfaction/Customer Commitment

PRF60 vendors are subject at least one user evaluation per project. The SSST will review completed vendor VAMFs on an as needed basis in order to make a determination as to whether or not a particular vendor will maintain its active status under this contract.

How to Purchase From PRF60 Solicitation Enabled MBPOs through COMMBUYS

Once Logged into COMMBUYS, select **DOCUMENTS > REQUISITIONS > NEW**

- **General Tab**
 - In the drop-down menu for **Requisition Type**, be sure to select "Release."
 - On the right hand side, select solicitation enabled.
- **Items Tab**- This Tab will allow you to search and add items from any of the five PRF60 MBPOs; however, items can only be selected from a single MBPO at a time per requisition. Please follow the instructions and see below for a list of all five MBPOs.
 - Select **Search Items** and click the + to open **Advance Search** fields.
 - Type "PRF60" into the **Description** field and Find It.
 - Review the **Item Description** to identify the correct PRF 6 MBPO service category and area of expertise.
 - Select and add **Quantity** for the category and service area of expertise. Please Note that items can only be selected from one MBPO at a time per requisition.
 - Click **Add to Req. & Exit**.
 - For each line item added to the Requisition you will need to add the estimated Project or Hourly Catalog Price/Unit Cost. To do so, click **Enter Info**.
 - Select vendors to quote under the **Distributors Tab**.
 - Please follow the quote requirements when selecting vendors under the vendor sub tab.
- **Address Tab**
 - Enter the Bill To and Ship To address for the Purchasing Entity.
- **In the Attachment Tab**, you will need to attach the following:
 - Statement of Work.
 - Any other bid document (s) at your discretion.
- **Summary Tab**
 - Review your Solicitation Enabled Release Requisition.
 - Send for Approval.

Distributor Model Master Blanket Purchase Orders (MBPOs)

Refer to www.COMMBUYS.com

- Click on “Advanced Search” to search by “Document Type.”
- Select “Contract/ Blankets.”
- Type in “PRF60” in the “Contract/ Blankets Description” search field to find the distributor model Master Blanket Purchase Orders (MBPOs) for MBPOs listed below:

PO-15-1080-OSD01-OSD10-00000003553	PRF60 Category I Web-Based, Social & Emerging Media Services: Includes All Vendors For This Category
PO-14-1080-OSD PO-15-1080-OSD01-OSD10-00000003558	PRF60 Category II Creative Services: Arts & Graphic Design, Commercial Photography & Video Production
PO-14-1080-OSD PO-15-1080-OSD01-OSD10-00000003559	PRF60 Category III Marketing Services: Marketing, Advertising & Public Relations
PO-14-1080-OSD PO-15-1080-OSD01-OSD10-00000003560	PRF60 Category IV Event Planning & Event Support: Includes All Vendors For This Category
PO-14-1080-OSD PO-15-1080-OSD01-OSD10-00000003561	PRF60 Category V Integrated Marketing Services-Full Service Vendors Only

Strategic Sourcing Team Members

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Katherine McDougall	CHIA	Katherine.McDougall@state.ma.us
Karan DiMartino,	WIC	Karan.DiMartino@state.ma.us
Omar Cabrera	DPH	omar.Cabrera@state.ma.us

Vendors Contact Information

- Refer to www.COMMBUYS.com
 - Click on “Advanced Search” to search by “ Document Type”
 - Select “Contract/ Blankets,”
 - Type in “PRF60” in the “Contract/ Blankets Description” search field to all Master Blanket Purchase Orders (MBPOs) for the **Awarded Vendors, listed below:**

Vendor ID in COMMBUYS	Vendor Name	Contract Manager Information	Contract Manager Email Address
300093	Allen Roche Group, Inc.	Laura Roche 781-587-7300	laura@argmail.com
215196	Argus Communications, Inc.	Zamawa Arenas 617-261-7676 Ext. 203	zamawa@thinkargus.com
201467	Buyer Advertising, Inc.	Charles Buyer 857-404-0860	cbuyer@buyerads.com
00002154	Carroll Communications Group, LLC	Marc Carroll 617-657-0679	mcarroll@carrollcommunications.net
209383	Causemedia, Inc.- MORE Advertising	Judi Haber 617-558-6850 Ext. 13	jhaber@moreadvertising.com
00001157	CommunicateHealth, Inc.	Xanthi Scrimgeour 413-582-0425	xanthi@communicatehealth.com
00000342	Denterlein Worldwide, Inc. dba Denterlein	Diana Pisciotta 617-482-0042	dpisciotta@denterlein.com
215515	Fuseideas	Dennis Franczak 781-897-4801/ 617-776-5800	dfranczak@fuseideas.com
214624	Geovision, Inc.	Juan Mandelbaum 617-926-5454 Ext. 104	juanm@geovisiononline.com
300250	Health Resources in Action, Inc. (HRIA)	Karen Schoneman 617-279-2240 Ext. 221	kschoneman@hria.org
00010383	John Snow, Inc.	Lori Kiel 617-482-9485	lori_kiel@jsi.com
00010520	KHJ Integrated Marketing, Inc. dba KHJ Brand Activation	Cliff Dobbyn (617) 241-8000 Ext.145	cdobbyn@khj.com
00005887	Marketing Doctor Inc.	Janet Casey 413-896-0800	janet@mymarketingdoctor.com
00001464	Opus Design, LLC	Lily Robles 617-460-2563	lrobes@opusdesign.us
00003664	Pellet Productions, Inc.	Anthony Manupelli (781) 670-9911	amanupelli@pelletproductions.com
00008654	RainCastle Communications, Inc.	Paul Regensburg 617-553-5170	pregensburg@raincastle.com
203985	Regina Villa Associates, Inc.	Nancy F. Farrell 617-357-5772	nfarrell@reginavilla.com
00001679	SDG Direct, Ltd dba Shields Design Studio	Mary Shields 508-732-9903	mary@shieldsdesignstudio.com
00003580	Small Army, Inc.	Jeffrey Freedman 617-450-0000	jfreedman@smallarmy.net
00010115	Solomon McCown & Company, Inc.	Ashley McCown 617-695-9555	amccown@solomonmccown.com